

BROCHURE DESIGN FORUM

A Sourcebook

of

International

Corporate

Graphic

Design



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P•I•E BOOKS

Brochure Design Forum

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Concrete, Chicago.

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BROCHURE DESIGN FORUM

世界のブローシュアデザイン

本書は“ブローシュア&パンフレット・コレクション”の別冊として、海外から寄せられた作品を中心に国内の作品を織り混ぜながら、特にクオリティの高い約200点の作品を業種別に編集し掲載いたしました。

今回この本の出版にあたり、遠くアメリカやヨーロッパ、オーストラリアなどから数多くの作品が寄せられました。いずれも完成度の高いすばらしい作品ばかりで、デザインの美しさはもちろん、1つ1つがアイデアにあふれていて見るものを飽きさせません。紙メーカーのブローシュアを例にとると、それは様々な紙に描かれた仮面であったり、一見なんの関連性もないように思えるネコのイラストのイメージ・ブックであったり、色々な形に切り抜かれた紙の集合体であったりと、それらがサンプル帳やカタログであることを忘れさせてしまうほど楽しく、バラエティに富んでいます。さらに、こういったブローシュアからは、デザインや印刷プロセス上の単なる“材料”としての“紙”という存在を越えて、積極的にポジティブにその存在をアピールし、提案して行こうとする企業の強い姿勢を感じることができます。

本書に掲載された様々な業種のブローシュアは、こういった企業のプレゼンテーションに対する積極的な姿勢が作り出す環境と、それに応えようとするデザイナーのクリエイティブな感覚との相乗効果によって生み出されているといえるのではないのでしょうか。

最後に、この本の出版にあたり作品をお寄せいただいた数多くのデザイナー、企業の方々にお礼を申し上げますとともに、より一層のデザインの前進を期待して本書をすべてのクリエイターに贈りたいと思います。

ピエ・ブックス編集部

FOREWORD

This companion volume to BROCHURE AND PAMPHLET brings together two hundred of the best corporate brochures, pamphlets and catalogs from the U.S., Japan, Europe and Australia. Design excellence and aesthetic value aside, all the pieces chosen for publication are so fresh and imaginative that every page is sure to surprise and delight the reader.

The section on brochures created for the paper industry features some particularly striking examples of successful collaborations between designers and clients. At first glance this seems to be a random assortment of picture books and collections of masks and die cuts. The pieces are so full of fresh, innovative ideas that it is easy to forget that they are the sample books and catalogs of paper manufacturers. Here designers have produced pieces that not only inform the customer, but also allow the product—paper—to transcend its usual role as a "material" in the printing process.

This comprehensive survey of the field, categorized by industry, illustrates the CI strategies of a wide range of industries and contrasts the distinctive approaches to design in different countries.

We hope that the publication of BROCHURE DESIGN FORUM will make a contribution to the ever-changing world of design.

Finally, we would like to thank the many designers and companies who allowed us to use their work.

P·I·E BOOKS

Editorial Notes

Information about each work
has been indicated as follows:

CD: Creative Director

AD: Art Director

D: Designer

P: Photographer

I: Illustrator

CW: Copywriter

DF: Design Firm

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BUSINESS

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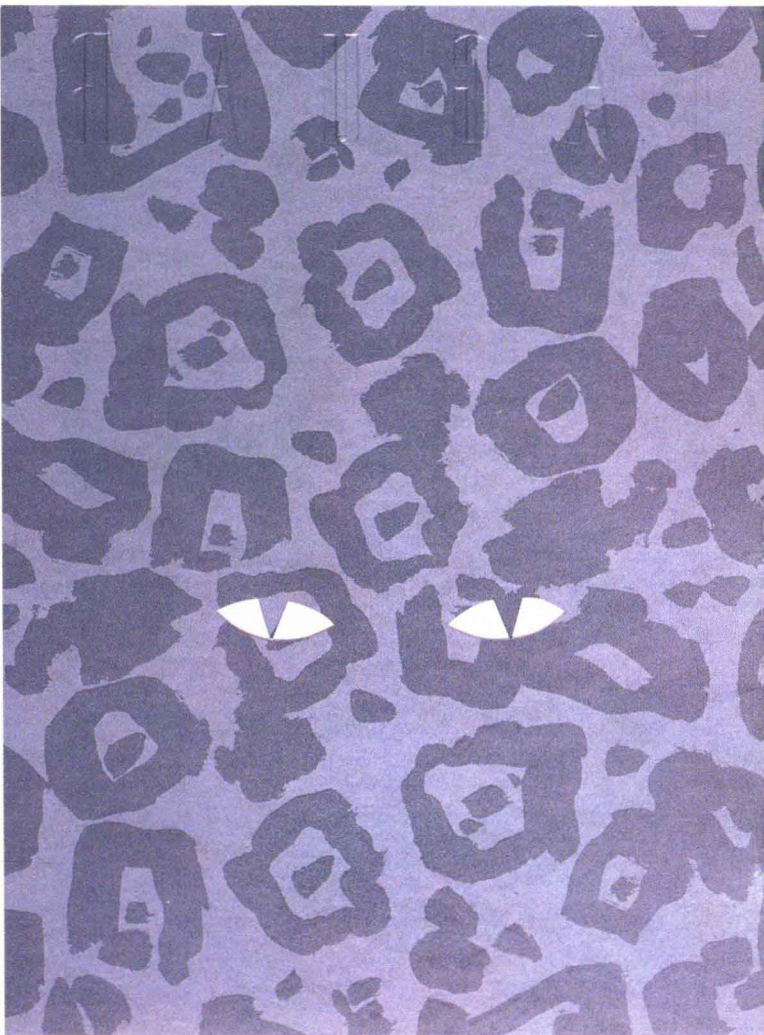
CULTURE

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The top cat of the big cats, it's only fitting to attach the premier predator's name and fame to a new top-of-the-line uncoated

text and cover paper: Introducing Jaguar from Weyerhaeuser. Sleek and smooth, charming yet elegant, it reflects the true nature

of its namesake, dressing the page with prestige and stature, performing with unequalled grace and dignity. 25 But while the

jungle jag survives by blending in, the paper edition thrives on standing out: its brightness, smoothness, printability and value

are a truly distinctive union. The jaguar is part of a cat clan that has influenced customs and cultures for thousands

of years. Is it a god? A demon? Free spirit, witch's spirit, domestic or feral, it is now time to let the cat out of the bag.

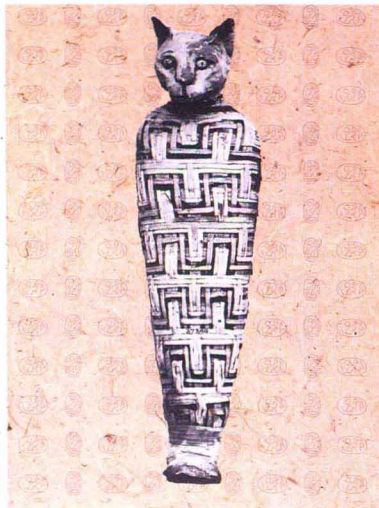
Here, then, is an abbreviated look at the most revered and mysterious creature of all. Part fact and part fiction, it is fully feline.

I.

HOTTEST BORN WILD IN NORTH AMERICA - BECAME DOMESTICATED - INTRODUCED TO THE CHANGING TO LIGHTEN THE
THE ENLIGHTENED OF ROBERTS, HARRY A CAT GREW FAST ELASTICATED GRAY-HORNED BATS, IN YOU LOOKED UP, IT
WAS ALSO A TIME OF RESUME LATE. RA WAS A GUN DOG. A CESTRAL CAT WOULD WARD WARD WITH THE POWER
OF BARBERS AND EAT. EVEN THE HORN CAT APPROACHED DIVERSITY. KILLING A CAT WAS AN OFFENSE
PUNISHABLE BY DEATH FROM THE HORN. IN 1800, A TEMPLE WAS SELECTED BY THE CAT WILE AND PROSECUTED TO
RAA MOTHER THE CAT GROOMED BAT FROM ALL OVER EYES CRUELING CAT OWNERS SEND THEIR FAMILY FLEW
- LEMAS, SPACED AND DOMESTICATED - TO BE RIVER THERE. A 15TH CENTURY EXCAVATION OF THIS SITE
WAS 300,000 CAT CORPSES. COMPLETE WITH MAMMALS HIDE LEFT THEY HUNGER FOR SOME CATS



The brightest untreated paper under the sun, Ingres's true white shade allows accurate color fidelity, with contrast as good as gold. And an innovative alkaline process ensures that your work is well preserved.



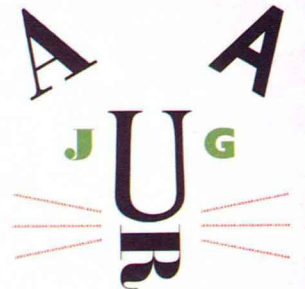
From the journal of *Reading*

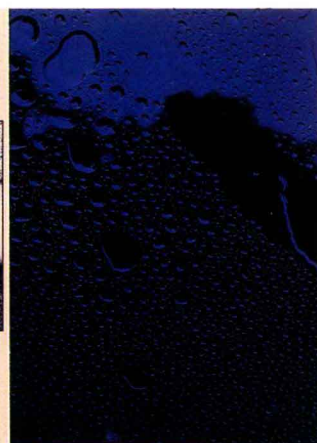
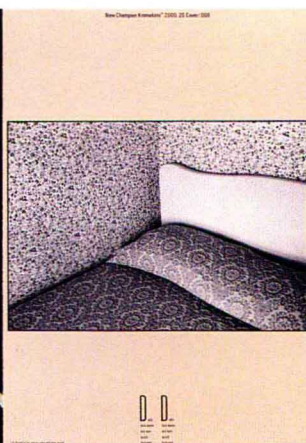
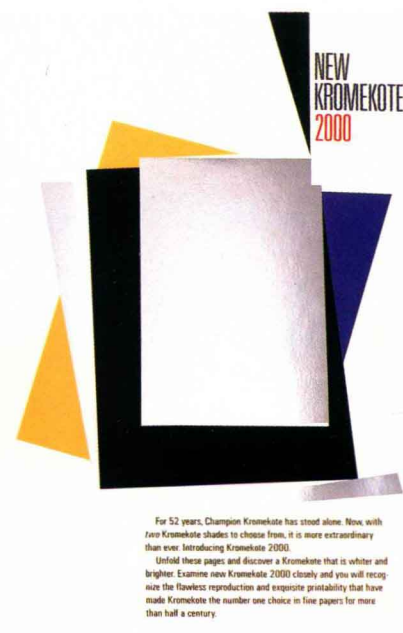
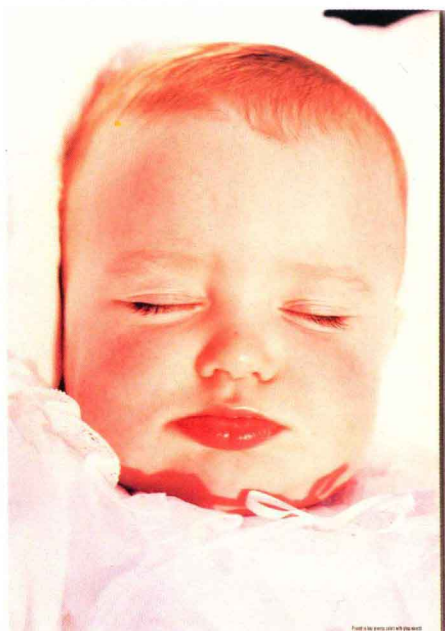
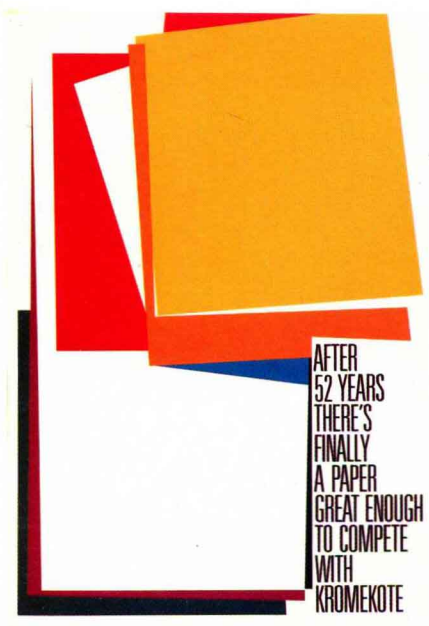
The Department of Biochemistry has been selected for recognition for its exceptional research and teaching in the field of biochemistry. The Department has been selected for recognition for its exceptional research and teaching in the field of biochemistry. The Department has been selected for recognition for its exceptional research and teaching in the field of biochemistry.



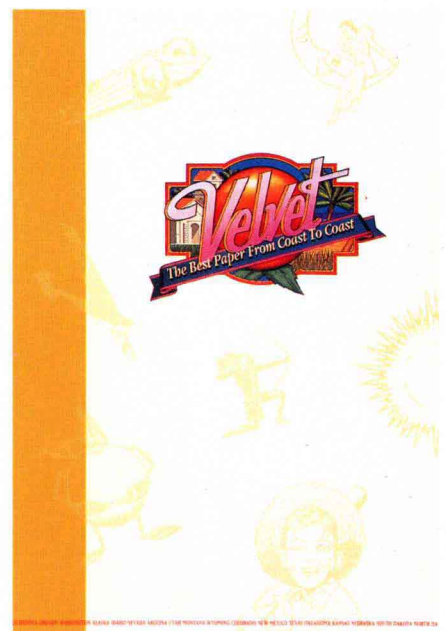
Combining bulk with its excellent quality means frequent performers with the qualities of a luxury paper. And with its ability to handle die cuts and other special effects, you can open the creative possibilities.

FRIEND, FOE, SPOKESMAN OR SYMBOL, THE FELINE HAS MADE AN UNBELIEVABLE IMPACT ON OUR





CHAMPION PAPERS 1988
 Paper Manufacturing
 紙メーカー
 CD, D, P: Miho
 P: Hiro
 Sally A. Bruce



UNICORP PAPER
INDUSTRIES 1990
Paper Manufacturing
紙メーカー
AD, D: Tom Schifanella
I: Mike Barnhart
Chris Smith
Martin Scarrott
CW: Amanda Townsend
DF: Robin Shepherd
Studios